

## Statewide Lodging Performance Third Quarter 2007

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
<b>United States</b>					
2006	68.8%	\$98.07	\$67.49	282,326,253	410,269,875
2007	68.0%	\$103.53	\$70.43	280,454,335	412,238,294
% change	-1.1%	5.6%	4.4%	-0.7%	0.5%
<b>Mountain Region</b>					
2006	71.5%	\$89.78	\$64.15	34,671,170	48,523,744
2007	72.5%	\$95.68	\$69.37	35,345,789	48,755,321
% change	1.5%	6.6%	8.1%	1.9%	0.5%
<b>State of Arizona</b>					
2006	62.3%	\$81.74	\$50.90	5,666,092	9,099,799
2007	62.6%	\$86.58	\$54.20	5,731,334	9,155,566
% change	0.5%	5.9%	6.5%	1.2%	0.6%
<b>Metro Phoenix</b>					
2006	58.3%	\$85.42	\$49.78	2,789,423	4,786,758
2007	57.7%	\$89.64	\$51.75	2,775,756	4,808,545
% change	-0.9%	4.9%	4.0%	-0.5%	0.5%
<b>Metro Tucson</b>					
2006	60.7%	\$74.21	\$45.03	842,736	1,389,040
2007	60.4%	\$80.16	\$48.39	842,023	1,395,002
% change	-0.5%	8.0%	7.5%	-0.1%	0.4%
<b>Flagstaff AZ</b>					
2006	75.5%	\$79.84	\$60.27	342,501	453,744
2007	78.3%	\$84.95	\$66.48	353,284	451,426
% change	3.7%	6.4%	10.3%	3.1%	-0.5%
<b>Non-metro AZ</b>					
2006	70.3%	\$79.72	\$56.07	1,916,874	2,725,411
2007	72.0%	\$85.65	\$61.71	1,991,228	2,763,787
% change	2.4%	7.4%	10.1%	3.9%	1.4%

**Source: Smith Travel Research-** The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

\* % change compared to last year